

REQUEST FOR PROPOSALS

FOR AN ADVERTISING SPONSORSHIP PROGRAM FOR THE HOOSIER HELPER (FREEWAY SERVICE PATROL) VEHICLES



A New Marketing Opportunity



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REQUEST FOR PROPOSALS FOR HOOSIER HELPER FREEWAY SERVICE PATROL SPONSORSHIP PROGRAM

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Note: For additional information about the Hoosier Helper Freeway Service Patrol program, including history, maps, programs and strategic plans, please refer to

TrafficWise.IN.gov

SECTION 1. PURPOSE AND BACKGROUND

Purpose:

This Request for Proposals (RFP) provides information to enable companies to submit proposals for consideration by INDOT for the sponsorship of the Hoosier Helper Freeway Service Patrol program as defined herein.

Scope:

This RFP contains instructions governing the submission of proposals, a description of services to be provided, the requirements which must be met to be eligible for consideration, the general evaluation criteria, and other requirements for proposals.

Objective:

INDOT is interested in securing relationships with bidders who will participate in sponsorship or in an integrated program of sponsorship and marketing utilizing INDOT's Hoosier Helper Freeway Service Patrol program. The sponsorship program will be implemented and managed so as to preserve, promote and enhance the core mission of the Hoosier Helper program.

Hoosier Helper Program Background:

The Indiana Department of Transportation (INDOT) is offering an excellent opportunity for sponsorship through our Hoosier Helpers Freeway Service Patrol (FSP) program. Hoosier Helpers help keep the urban Interstate System safe and efficient for the motoring public by removing and reducing traffic restrictions. They also provide assistance to stranded motorists for a wide variety of roadway issues including: disabled vehicles, crash scenes, sick or injured motorists, pedestrians on roadway, travel lane or shoulder debris, vehicle fires, and other incidents that can be mitigated. In fiscal year 2010, Hoosier Helpers assisted more than 33,000 stranded motorists.

The INDOT Hoosier Helper program began in 1991 in Northwest Indiana, and was expanded to the Indianapolis Metropolitan Area in 1997. The program was further expanded to include Southern Indiana near Louisville in 1999. Hoosier Helpers serve some of the busiest interstate areas (also shown in Appendix B):

Central Indiana (Indianapolis Metropolitan Area)

I-465 (entire loop)

I-65 from Southport Road to 71st Street*

I-70 from I-465 on the west side to Post Road on the east side*

I-69 from I-465 to 96th Street*

* Note: during off-peak travel times, the service areas are extended as shown in the coverage map in Appendix B.

Northwest Indiana (near Chicago)

I-65 from U.S. 231 to U.S. 12/20

I-80/94 (Borman Expressway) from the Illinois State Line to I-90

I-94 from I-90 to S.R. 249

Southern Indiana (near Louisville)

I-64 from S.R. 62/64 to the Sherman Minton Bridge over the Ohio River
I-65 from the Kennedy Bridge over the Ohio River to Memphis Road
I-265 from I-64 to I-65

Currently Hoosier Helpers operate Monday through Friday from 6 a.m. to 9 p.m. in the Central Indiana area, 6 a.m. to 10 p.m. in Northwest Indiana, and from 5 a.m. to 8 p.m. in Southern Indiana.

INDOT currently operates 25 vehicles in the Hoosier Helpers fleet, with 11 vehicles in Northwest Indiana covering 34 centerline miles, 12 vehicles in the Indianapolis Metropolitan Area covering 95 centerline miles, and 2 vehicles in Southern Indiana covering 28 centerline miles. All Hoosier Helper vehicles are operated by INDOT employees. The core mission of the Hoosier Helper program is to clear the roadway of incidents as fast as possible, to regain capacity, and to reduce secondary crashes. To accomplish this, Hoosier Helper vehicles patrol specific routes (shown in Appendix B) always on the lookout for anything that could have a capacity reducing effect. Hoosier Helpers are also in radio contact with the Traffic Management Centers in both Gary and Indianapolis. In addition to assisting with incidents during route patrols, dispatchers at the TMCs dispatch Hoosier Helpers to incidents that are identified using other ITS tools (detector readings, CCTV, communication with State Police, etc.)

Hoosier Helpers provide an extra measure of security and safety to Indiana's interstates. They work with various agencies including the Indiana State police and local first responders to assist with various emergencies on the roadways. Additionally Hoosier Helpers are trained for medical emergencies. Training includes First Aid, CPR, AED, HZMAT response and medical helicopter landing zones.

Statistics for Hoosier Helper Vehicles:

- 1,075,000 Miles traveled in 2010
- 33,676 dispatches in 2010
- 12 vehicles in Indianapolis Metropolitan Area
- 11 vehicles in Northwest Indiana Area
- 2 vehicles in Southern Indiana Area

SECTION 2. REQUEST FOR PROPOSALS

To help offset the operating costs for the Hoosier Helper program, INDOT is seeking proposals for an advertising sponsor, or sponsors, for the Hoosier Helper program. In addition to other opportunities described below, the winning bidder(s) will be permitted to display signage on the Hoosier Helper vehicles. Logo size and precise location will be determined through the negotiation process upon selection. INDOT will retain ownership of the Hoosier Helper brand, which will remain an integral part of the final print design scheme (i.e., INDOT Hoosier Helpers sponsored by...).

Proposals may include Interstate signing entering into and along Hoosier Helper routes to recognize the program and the role of the sponsor. Signs and their locations must conform to applicable federal and Indiana rules and will be subject to INDOT approval. Such signs will be provided, as shown in Appendix E, installed and maintained by the selected bidder at its expense. Signing for alternative options involving more than one sponsor may not be permitted due to limitations of available sign spacing on the interstate highways.

Benefits of sponsorship include:

- “Official sponsor” designation
- Sponsor brand name/logo on up to 25 dedicated vehicles.
- Opportunity to acquire and place sponsor brand name/logo on uniforms of dedicated vehicle operators (subject to approval by INDOT)
- Signage on Interstate (subject to approval)
- Prominent link on TrafficWise.in.gov to your website describing the program
- Collaboration with INDOT on media coverage of Hoosier Helpers and sponsor’s assistance (see Appendix H for past sample media coverage).
- Opportunity to provide Hoosier Helper Comment Cards with sponsor identified. These cards are distributed to the motorist at the time of service.

Proposal Options:

Each proposal submitted will be based on one or more of the following types (a bidder may submit multiple options for consideration):

Option 1: Hoosier Helper (FSP) Program Statewide Sponsorship

Option one consists of a statewide advertising sponsor for the INDOT Hoosier Helper program. Under this option, INDOT would grant exclusive advertising rights on the Hoosier Helper vehicles, subject to the limitations discussed below, to a single sponsor for the entire state. A submittal under this option shall include a bid of a yearly dollar amount to be paid to INDOT (pre-paid quarterly) by the bidder.

Option 2: Hoosier Helper (FSP) Program Regional Sponsorship

The second proposal type will be those based on having regional advertising sponsors for the INDOT Hoosier Helper Program. Under this proposal, INDOT would grant advertising rights on the Hoosier Helper vehicles, subject to the limitations discussed below, to separate sponsors for each of the Hoosier Helper regions namely Northwest Indiana, Central Indiana, and Southern Indiana. A submittal under this option shall include a bid of a yearly dollar amount to be paid to INDOT (pre-paid quarterly) by the bidder for one or each of the program areas.

Option 3: Statewide Marketing of Vehicle Display Space

The third proposal type will be based on using a single agency to market the display space on the Hoosier Helper vehicles statewide. INDOT would grant the selected agency exclusive right, subject to the limitations discussed below, to solicit businesses with the intent of sponsoring the Hoosier Helper program. The proposal shall indicate how the contracts between the marketing firm and the advertiser(s) would be assigned to INDOT in the event the contract between INDOT and the marketing firm is terminated. A submittal under this option shall include a minimum bid of a yearly dollar amount to be paid to INDOT (pre-paid quarterly) and a percentage of gross revenue for the program to be paid to INDOT. INDOT shall be paid the greater of the minimum bid and the percentage of gross revenues.

Option 4: Bidder Alternative

The forth proposal type will be any alternative to the options listed above. Bidder may submit multiple proposals under this option. Such proposals should include a detailed description of the alternative and a minimum yearly amount paid to INDOT (pre-paid quarterly).

The proposal shall clearly state the amount of payments to INDOT for the sponsorship (please complete the form in Appendix D).

General Information for Bidders

For additional information regarding freeway service patrol sponsorship programs, please review the Federal Highway Administration's memorandum on the subject (Appendix C), also available online at: <http://ops.fhwa.dot.gov/regulationpolicy/fmpmemo/>.

Negotiations. INDOT may, in its sole discretion, undertake negotiations with bidders whose proposals, as to rights, fees and other factors, show them to be qualified, responsible, and capable of delivering and servicing all necessary elements to maintain a quality branding and sponsorship program. INDOT may (a) enter into discussions; (b) schedule oral presentations; and (c) request revised proposals.

Rejection of Proposals. INDOT reserves the right to reject any and all proposals received as a result of this request, or to negotiate separately with competing bidders.

Additional Information. INDOT reserves the right to request additional information which, in INDOT's opinion, is necessary to assure that the Bidder's competence, number of qualified employees, business organization, and financial resources are adequate to perform according to the contract. INDOT may make such investigations as it deems necessary to determine the ability of the Bidder to perform the work, and the Bidder shall furnish to INDOT all such information and data for this purpose as requested by INDOT. INDOT reserves the right to reject any proposal if the evidence submitted by, or investigation of, such Bidder fails to satisfy INDOT that such Bidder is properly qualified to carry out the obligations of the contract and to complete the work specified.

Sub Contracting. Any intention of a) partnering with another company as a co-bidder, b) extending to another company any rights conveyed as a result of a contract with INDOT by way of pass-through or other means, or c) subcontracting any work to be performed pursuant to a contract awarded, must be identified in the response to this RFP. During the contract period, use of any co-sponsor(s), pass-through rights partners or subcontractor(s) not previously identified in the response, must be approved in writing by INDOT prior to any work to be undertaken or performed in furtherance of any such relationships.

Incurring Costs. INDOT is not liable for any costs incurred by bidders prior to or after issuance of a contract.

Addenda to the RFP. If it becomes necessary to revise any part of this RFP before the proposal response date, addenda will be posted to the Web site. INDOT may revise a published advertisement. If INDOT revises a published advertisement less than ten days before the RFP due date, the due date will be extended to maintain the minimum ten-day advertisement duration if the revision alters the project scope or selection criteria. Bidders are responsible to monitor advertisements/addenda to ensure the RFP complies with any changes in the published advertisement.

Discussions for Clarification. Bidders who submit proposals may be required to make an oral or written clarification of their proposals to INDOT to ensure mutual understanding and bidder responsiveness to the RFP requirements.

Confidential Information and Use of Materials. Bidders are advised that materials contained in proposals are subject to the Access to Public Records Act (APRA), IC 5-14-3 *et. seq.*, and, after contract award, the entire RFP file may be viewed and copied by any member of the public, including news agencies and competitors. The INDOT reserves the right to make determination of confidentiality in its sole judgment. All material submitted by any proposer becomes the property of INDOT. Proposals submitted to the INDOT may be reviewed and evaluated by any person other than competing bidders at the discretion of the INDOT. The INDOT has the royalty-free right to use any or all ideas presented in any proposal without any compensation. Selection or rejection of the proposal does not affect this right.

Prime Bidder Responsibilities. Selected bidder(s) will be required to assume responsibility for all services offered in proposals, regardless of who provides them. Further, INDOT will consider selected bidder to be the sole point of contact for all contractual matters.

Communications. INDOT will not participate in communications with bidders regarding status of the selection process during the time period in between advertisement and the announcement of award. All questions shall be submitted via the website where answers will be posted for all to see.

Bidder's Representations and Authorizations. Each bidder by submitting its proposal understands, represents, and acknowledges that:

- a. All representations provided and made by the bidder in the proposal are material and important and will be relied upon by INDOT in awarding the contract(s). Any misstatement will be grounds for dismissal of the proposal or early termination of the contract.
- b. The payment amounts and costs of implementation have been arrived at independently and without consultation, communication or agreement with any other bidder or potential bidder.
- c. The payment amounts have not been disclosed to any other firm or person who is a bidder or potential bidder and will not be disclosed on or before the proposal submission deadline specified in this RFP.
- d. No attempt has been made or will be made to induce any firm or person to refrain from submitting a proposal on this contract, or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal or other form of complementary proposal.
- e. The proposal is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive proposal.
- f. To the best knowledge of the person signing the proposal for the bidder, the bidder, its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not in the last four (4) years been convicted or found liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding or proposing on any public contract, except as disclosed by the bidder in its proposal.
- g. To the best of the knowledge of the person signing the proposal for the bidder and except as otherwise disclosed by the bidder in its proposal, the bidder has no outstanding, delinquent obligations to the State including, but not limited to, any state tax liability not being contested on appeal or other obligation of the bidder that is owed to the State.
- h. The bidder is not currently under suspension or debarment by the State, or any other state, or the federal government, and if the bidder cannot certify, then it shall submit along with the proposal a written explanation of why such certification cannot be made.

- i. Each bidder, by submitting its proposal, authorizes all State agencies to release to INDOT information related to liabilities to the State including, but not limited to, taxes, unemployment compensation, and workers' compensation liabilities.

Equal Opportunity – Title VI. INDOT, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d-4 and Title 49 Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies respondents that minority businesses will be afforded opportunity to participate. INDOT will not discriminate against any respondent on the grounds of race, color, sex, or national origin in consideration of award.

Sponsor's Good Standing. Companies seeking sponsorship or advertising on Hoosier Helper vehicles must be in good standing within the local business community and the Better Business Bureau.

Hoosier Helper Program Vehicles.

Bidder's/advertiser's logos may be placed on the vehicles in such a way that the final design does not obscure safety lighting or markings of the vehicle. Furthermore, the final vehicle design shall incorporate "INDOT Hoosier Helpers" as an integral part of the scheme. Bidders/Advertisers will supply, install, and maintain logos/materials. Bidder shall be solely and exclusively responsible for the maintenance of the sponsorship/advertisements media, and bidder shall at all times keep the advertisements in first class, like-new condition. In the event of a crash or any other reason where the logo/material is damaged, the repair or replacement of the logo/materials will be undertaken by bidder. Incorporation of advertisements on current paint scheme as well as entirely new vehicle paint schemes will be considered.

Appendix A shows typical Hoosier Helper vehicles currently in the fleet.

Interstate Recognition Signs. The proposal may include the use of interstate recognition signs by the sponsor. The tentative locations for the interstate recognition signs are shown in the coverage maps in Appendix B. The maximum number of interstate recognition signs is 25. The final locations of the signs are subject to INDOT approval. The tentative design for the interstate recognition signs is shown in Appendix E, with final design being subject to INDOT approval. If interstate recognition signs are desired by the bidder, the bidder shall be responsible for the installation and maintenance of the signs. In addition to the FHWA regulations as set forth in the MUTCD, highway signs must comply with INDOT Standard Specifications.

Hoosier Helper Comment Cards. The proposal may include the use of Hoosier Helper Comment Cards to be provided by the selected bidder. Examples of current cards are shown in Appendix I. Comment card content and design shall be pre-approved by INDOT. INDOT may change to an electronic form whereby motorists can send in comments without paying for postage, and a portion of the electronic comment cards would be reserved for the bidder.

Uniform Logos. Hoosier Helper uniforms may be provided by the bidder and include incorporating bidder's/advertiser's logo/theme. Uniform logos shall be appropriate for a roadway environment and should not distract from personal safety. The approval of the uniforms will be at INDOT's sole discretion and may be withheld for any reason.

Miscellaneous. Bidder agrees to promptly execute and deliver to INDOT all documents necessary to accomplish the intent and purpose of the Contract and shall do all other acts to effectuate the Contract, time being of the essence.

Advertising Content. INDOT shall have the sole discretion to approve or disapprove content and reject any sponsorships/advertisements that it believes are not in its best interests, the best interests of its customers or the State of Indiana. Bidder shall at all times keep in mind that all advertisements should be appropriate for viewing by audiences of all ages, including small children.

INDOT will restrict sponsors and advertising content in the following manner, and will approve or deny content according to INDOT's current policy on "Use of State Property for Advertising Purposes" and subsequent revisions:

1. INDOT will allow only advertising that is consistent with INDOT's identity as an agency of the State of Indiana.
2. INDOT will not allow references to any of the following on its property: alcohol, tobacco, firearms, or any material that is profane or derogatory to any group or promotes a particular political or religious position.
3. INDOT may give preference to sponsors or content that demonstrates a strong commitment to highway safety or customer service.
4. INDOT will not allow construction or professional services companies that have or may bid on INDOT contracts to advertise on INDOT property.
5. INDOT will not allow trade associations or lobbying organizations to advertise on INDOT property.
6. A designated INDOT official will review all advertising content for suitability prior to approval.

Any contracts secured by bidder for the placement of sponsorships and/or advertising involve only the commercial interests of the bidder/advertiser and its audience and shall maintain the dignity and integrity of INDOT and the State. All proposed sponsorships/advertisements are subject to INDOT's review and approval.

Indiana Secretary of State Registration. If selected, Bidder must register to do business with the Indiana Secretary of State.

Term of Contract and Advertising Rates. The initial term of the contract shall be three years with three options to extend for an additional year. Bidders may recommend and INDOT may consider other variations for the initial term and contract renewal, but in no event may the initial term be less than three (3) years. Bidders should be prepared to commence the contract on or before July 1, 2011. The proposal shall also clearly state the amount and frequency of the payments to INDOT for the sponsorship rights. The terms of the contract will provide for termination for a material breach of the contract.

End of Sponsorship. When a sponsorship or advertising period concludes, bidder shall promptly cause the advertisements to be removed from all Hoosier Helper program vehicles or uniforms. The

application, removal, replacement and repair of advertisements shall be conducted in such a manner so as not to interfere with the level of service required in the Contract.

SECTION 3. INSTRUCTIONS TO BIDDERS

General. Proposals must be signed by an official authorized to bind the Bidder to its provisions and include the Bidder's legal name and state of registration. The proposal must remain valid for a minimum of one hundred twenty (120) days. Moreover, the contents of the proposal of the selected Bidder will become contractual obligations if a contract is entered into. Each and every Bidder submitting a proposal specifically waives any right to withdraw or modify it, except as hereinafter provided. Proposals may be withdrawn by written notice received at the Department's address for proposal prior to the exact hour and date specified for proposal submission.

Economy of Preparation. Proposals should be prepared simply and economically, providing a straightforward, concise description of the Bidder's ability to meet the requirements of the RFP.

Proposal. Proposals must be submitted in the format, including heading descriptions, outlined below. To be considered, a proposal must respond to all requirements herein. Any other information thought to be relevant, but not applicable to the categories referenced below, should be provided as an appendix to the proposal. Each proposal page should be numbered for ease of reference. INDOT reserves the right to request additional information which, in INDOT's opinion, is necessary to assure that the bidder's/competence, number of qualified employees, business organization, and financial resources are adequate to meet the objectives of the proposal. INDOT may make such investigations as it deems necessary to determine the ability of the bidder to perform the work, and the bidder shall furnish to INDOT all such information and data for this purpose as requested by INDOT. INDOT reserves the right to reject any proposal if the evidence submitted by, or investigation of, such bidder fails to satisfy INDOT that such bidder is properly qualified to carry out the obligations of the contract and to complete the work specified. Proposals shall include the following.

Transmittal Letter. Agreement with RFP Requirements. A transmittal letter must accompany the proposal. In the transmittal letter the Bidder must explicitly acknowledge their understanding of the information presented in this RFP and agreement with any requirements/conditions listed in the RFP. The letter must also contain a statement indicating the Bidder's willingness to provide the sponsorship subject to the terms and conditions set forth in the RFP. A person authorized to commit the respondent to its representations and who can certify that the information offered meets all general conditions including the information requested in Sections 2 and 5, must sign the transmittal letter.

Executive Summary. Include a narrative description of the proposed effort and a list of the items to be delivered or services to be provided.

Work Plan. Describe your plan for accomplishing the work. Modifications of the Program Descriptions are permitted; however, reasons for changes should be fully explained. The work plan will address these points:

1. For each option proposed, a statement of intention describing and outlining how you would design, implement and maintain a sponsorship plan and the nature and scope of such plan. Audio and/or video examples will be accepted, preferably in digital format.
2. In the event that your plan would be integrated with other sponsorship and/or marketing programs in your company, please describe how such integration would be accomplished.
3. For each option sought, identify the nature of the sponsorship which you want to acquire. INDOT may consider other sponsorship aspects not enumerated in this RFP, subject to applicable administrative, legal and/or other considerations.
4. How you would use your brand name, logo and/or trade dress, including name identification in connection with execution of your plan. Logo examples are encouraged.
5. A timeline for commencing and implementing your plan.
6. If you will be relying on any subcontractor(s) to accomplish any work associated with the proposal (sign installation, vehicle paint, etc.) complete details must be provided. In any event, a bidder that is awarded a sponsorship contract shall be fully responsible to INDOT for all financial commitments.

Prior Experience. Include experience in areas of branding, sponsorship, and marketing. Experience shown may be work done by individuals who will be assigned to this project as well as that of your company. Studies or projects referred to should be identified and the name of the customer shown, including the name, address, and telephone number of the responsible official of the customer, company, or agency who may be contacted.

Personnel (Option 3 or, if applicable, option 4). Include the number and names where practical, of executive and professional personnel, analysts, auditors, researchers, programmers, consultants, etc., who will be engaged in the work. Show where these personnel will be physically located during the time they are engaged in the work. Include, through a resume or similar document, company staff education and experience in branding, sponsorship and marketing. Indicate the responsibilities each will have in this project and how long each has been with your company.

Subcontractors. In the event that any bidder intends on passing through any rights acquired from INDOT to another company and/or using any other company as a co-sponsor in order to implement and operate its proposed program, all such companies (subcontractors) must be identified together with the nature and extent of the services to be provided by each company and the terms of the bidder – subcontractor relationship.

Fees and Costs Submittal. The information requested in this section shall identify your financial commitment to this program. Total proposal fee summary will be indicated on the required Fee Summary sheet (Appendix D). In addition, fees and costs you are proposing must be broken down into the following components:

- (1) Total payments over the course of the initial term of the contract

(2) Quarterly payment amounts, to be pre-paid

Contract Negotiation Terms. The sample contract that INDOT expects to execute with the successful bidder is provided at the following location on INDOT's website:

<http://www.in.gov/indot/div/HoosierHelperRFP>

This contract contains both mandatory and non-mandatory clauses. Mandatory clauses are listed in Appendix G and are non-negotiable. Other clauses are highly desirable. It is INDOT's expectation that the final contract will be substantially similar to the sample contract provided on INDOT's website above.

After review of the contract, indicate acceptance of these mandatory and non-mandatory contract terms. If a non-mandatory clause is not acceptable as worded, suggest specific alternative wording to address issues raised by the specific clause. If you require additional contract terms please include them in this section. To reiterate, it is INDOT's strong desire not to deviate from the contract provided on INDOT's website and as such INDOT reserves the right to reject any and all of these requested changes.

Response Date. The response should be submitted electronically through the website for the RFP, which is shown below. All responses shall be submitted in .pdf format. The response must be submitted by 4:00 PM EST on May 15, 2011.

Web Address: <http://www.in.gov/indot/div/HoosierHelperRFP>

Alternatively, responses may be submitted on a CD that is delivered to the following address and received by 4:00 PM EST on May 15, 2011:

INDOT Traffic Management
Attn: Traffic Management Director
8620 E. 21st Street
Indianapolis, IN 46219

All submissions must be organized, concise, and provide a clear explanation of the proposal. In addition, the response must also include the information identified in the "Proposal Requirement" section:

Questions. Prospective bidders that have questions about the nature or content of the RFP must submit the questions to the RFP website shown above. INDOT will post both the question and the answer on this RFP website. No questions/answers will be posted within 10 days of the submittal date above.

SECTION 4. CRITERIA FOR SELECTION

Mandatory Responsiveness Requirements. To be eligible for selection, a proposal must (a) be timely received from a bidder; (b) be properly signed by the bidder; and (c) clearly indicate the payment amounts to INDOT.

Proposals will be reviewed and evaluated by a committee of qualified personnel selected by INDOT. This committee will recommend for selection the proposal or proposals which most closely meet the requirements of the RFP and satisfy INDOT's needs. Awards will only be made to bidders determined to be responsible and appropriate in accordance with INDOT's policies and judgment.

The following areas of consideration will be used in making the selection:

- a. **Sponsorship Fees.** While this area will be weighted heavily, it will not be the sole deciding factor in the selection process.
- b. **Bidder Qualifications.** This refers to the ability of the bidder to meet the terms of the RFP, the quality, relevancy and number of other branding and sponsorship programs undertaken and completed, and the nature and creativity of concepts presented in relation to the rights package(s) sought. This also includes the bidder's financial ability to undertake a project of this size.
- c. **Personnel Qualifications.** This refers to the competence of professional personnel who would be assigned to the job by the bidder. Qualifications of professional personnel will be measured by experience and education, with particular reference to experience on similar projects to that described in the RFP.
- d. **Soundness of Approach.** Emphasis here is on the manner of implementation of the proposed program, sequence and relationships of major steps, and methods for quality control. Of equal importance is whether the overall approach is completely responsive to all written specifications and requirements contained in the RFP and if it appears to meet INDOT objectives.
- e. **Compatibility.** This refers to the compatibility of submitter's brand image with that of INDOT's image

SECTION 5. ADDITIONAL BIDDER RESPONSIBILITIES

Preservation of INDOT Rights and Intellectual Property. Bidders must state a commitment to preserve, protect and respect all rights conveyed and/or intellectual property owned by INDOT as may be provided and/or disclosed to bidders for the purpose of developing and/or implementing branding/sponsorship packages and participating in the Hoosier Helper Freeway Service Patrol program.

Maintenance and Appearance: The selected bidder(s) or marketing firm will be responsible for the installation and maintenance of the advertisements displayed. The selected bidder will ensure that all advertisements are maintained on a quarterly basis, or as otherwise requested by INDOT.

Sponsorship, Limitations, and Indemnification: Bidders of the Hoosier Helpers Program shall not retain any rights to the vehicles or personnel. Sponsorship shall not entitle bidder to determine routes, schedules, personnel levels, or any other decisions considered to be in the course of administration of the program. Sponsorship will only include the right to display advertisements on the Hoosier Helper vehicles and other sponsorship benefits as agreed to.

The selected bidder(s) will agree to indemnify, defend, and hold INDOT harmless against any claims arising from the sponsorship contract between INDOT and the bidder. The bidder must further agree to indemnify, defend, and hold INDOT harmless for any breach or default on the part of the bidder. In addition the bidder shall indemnify, defend, and hold INDOT harmless for the following claims, damages, or judgments:

- Libelous or controversial advertisements, notices, or publications and all actions or decisions pertaining thereto, whether actual or alleged, arising out of or in any manner connected with the exercise of the rights, powers, and privileges granted to the bidder.
- Injunctions as well as damages for infringement of any copyrights, trademarks, or patents by the use of any advertisements, notice publications, devices, processes or equipment in connection with the exercise of the rights, powers, and privileges granted to the bidder.

Appendix A Hoosier Helper Vehicle Types

Ford F-350



Chevrolet - Kodiak



Chevrolet – Silverado



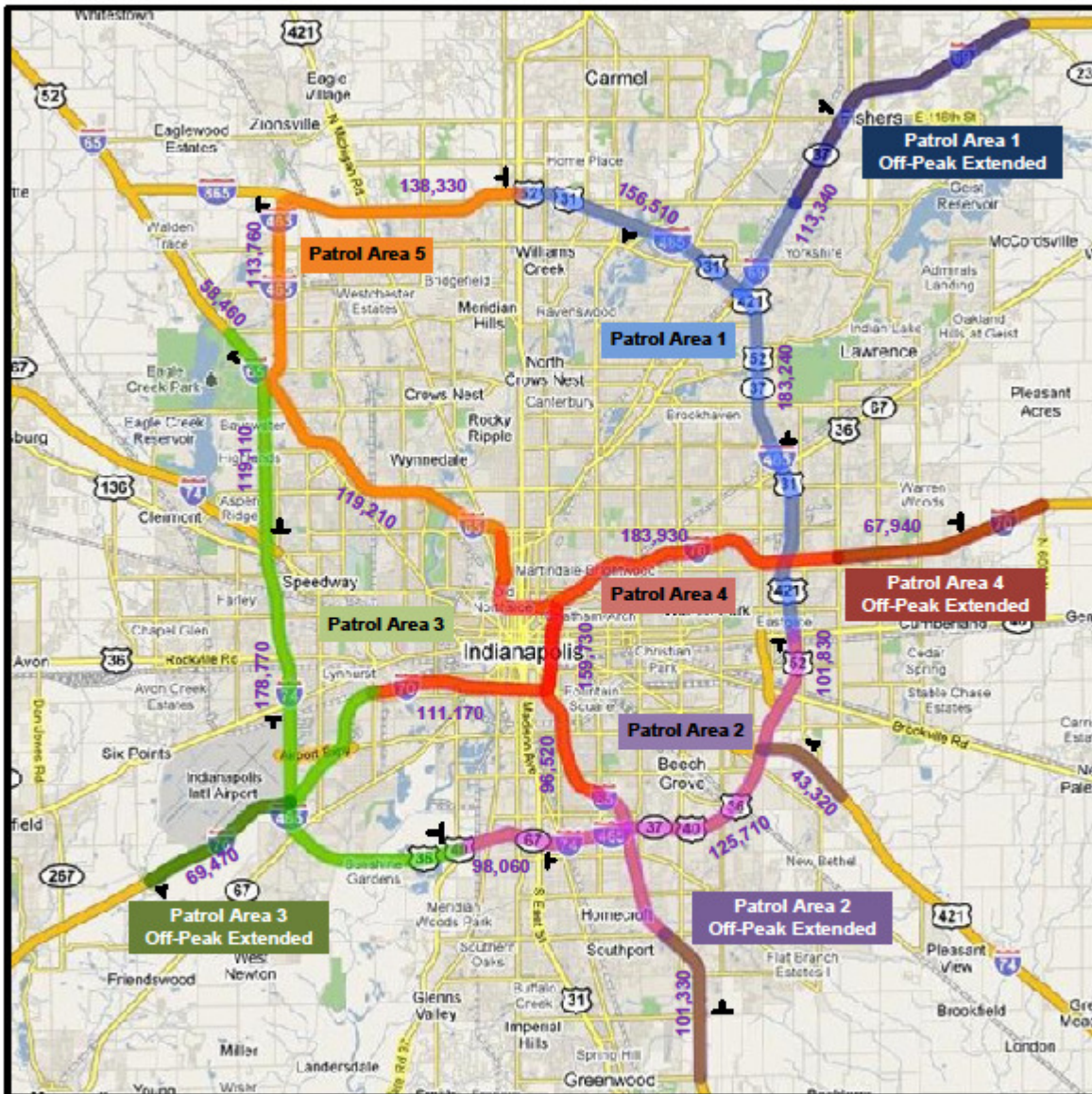
Ford Econoline



Chevrolet – Silverado (Newer)



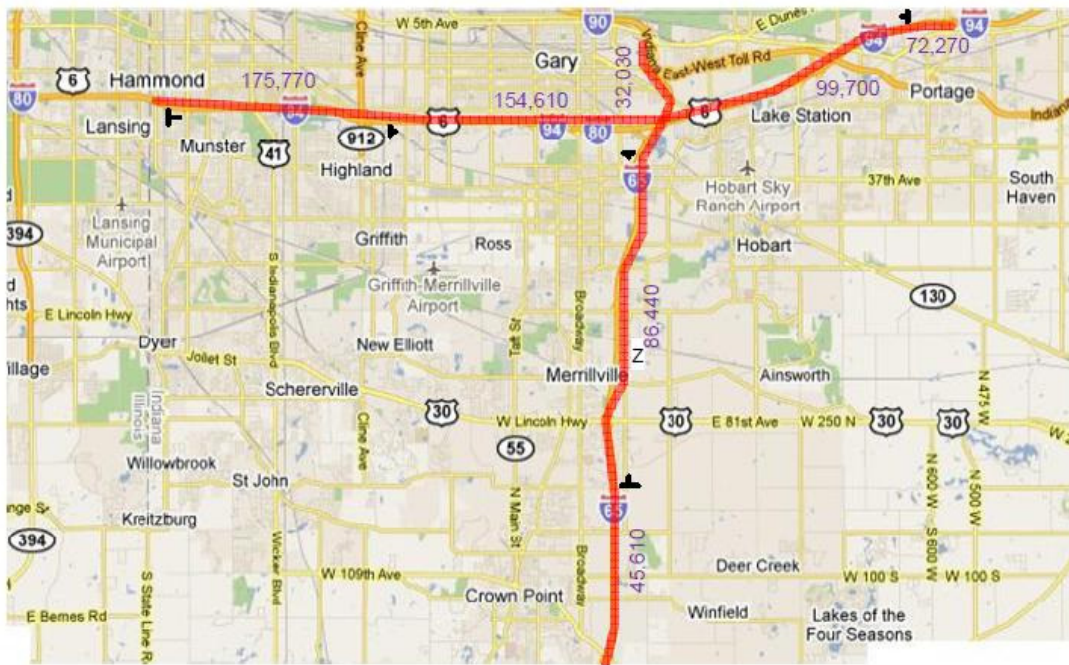
Appendix B (1 of 3) – Hoosier Helper Freeway Service Coverage – Central Indiana
(coverage areas as shown)



[2009 Annual Average Daily Traffic Volumes shown in purple]

➔ Possible Sponsorship Sign Location

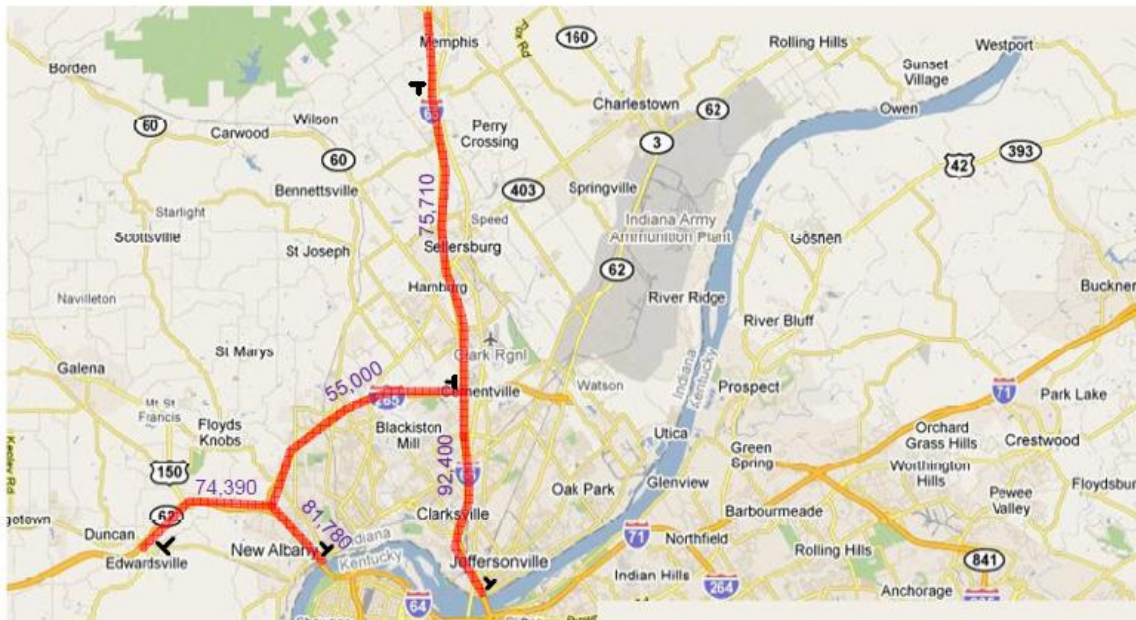
Appendix B (2 of 3) – Hoosier Helper Freeway Service Coverage – Northern Indiana
(coverage area shown in red)



[2009 Annual Average Daily Traffic Volumes shown in purple]

⌞ Possible Sponsorship Sign Location

Appendix B (3 of 3) – Hoosier Helper Freeway Service Coverage – Southern Indiana
(coverage area shown in red)



[2009 Annual Average Daily Traffic Counts shown in purple]

⌞ Possible Sponsorship Sign Location

APPENDIX C



Memorandum

via Electronic Mail

Subject: **INFORMATION:** Freeway Safety Service/Motorist
Assistance Patrol Sponsorship Programs

Date: April 23, 2008

From: **Original signed by:**
Robert Arnold
Director, Office of Transportation Operations

In Reply HOTO-1
Refer To:

To: Division Administrators

As State and Transportation Agency budgets become strained, there is always a temptation to target non-capital improvement projects and initiatives, and operational activities for cuts. Over the past several years, transportation agencies have developed congestion management systems capable of measuring levels of service and of maximizing the value of capacity expansions and optimizing throughput in congested locations. Service patrols are an integral part of these systems. As we all know, incident management programs significantly improve a system's performance by reducing the time to clear non-recurring congestion. Therefore, it is important to consider alternatives to eliminating an agency's service patrol program.

In several areas of the country, service patrol programs are jointly funded by the State Transportation Agency and localized metropolitan planning organizations. In other areas, State Patrol agencies have assumed the dispatching and administrative costs associated with the program. These cost-sharing arrangements divide the costs among other agencies who also benefit from the program.

Another way to prevent cutbacks or elimination of the program is to develop a public/private partnership between the transportation agency and an appropriate private sector partner. Several statewide agencies, which have authority granted under State statute to enter into contract or license agreements for the sale of business opportunities to provide additional revenue to the agency, are using this authority to supplement the costs of operating a service patrol program. These agreements allow the business entity to place advertisements on service patrols and in other locations for a fee. By carefully choosing sponsors with a strong commitment to highway safety and customer service, the transportation agencies are able to maintain the highest level of integrity. One example is the agreement between the Pennsylvania Turnpike and the State Farm Safety Patrol program. (A News Release announcing the agreement appears as an attachment to this memorandum).

An informal survey of agencies with such an agreement revealed that these sponsored service patrols have been well received by the public. The partnerships have allowed the transportation agencies to

maintain and even increase the services provided and hours-of-service of the patrols. The transportation agencies have maintained ownership and maintenance responsibilities for the patrol vehicles and continue to have agency employees operate the vehicles. By continuing to prominently display the transportation agency logo on the service vehicle, they have eliminated any confusion that may exist on the part of a disabled motorist. The Florida Turnpike initiative was recognized as having ‘significantly and measurably increased productivity by promoting innovation to improve the delivery of State services and save money for Florida taxpayers and businesses.’

The Federal Highway Administration strongly urges other States to examine the benefits of this type of public/private partnership. As transportation professionals and operators of the highway system, we have a responsibility to provide a high level of customer service and we see such agreements as a means to accomplish this goal.

Attachment
PA Turnpike News Release

News Release

State Farm, Pennsylvania Turnpike Announce Safety Patrol Partnership

PITTSBURGH, PA. (March 2, 2007) — State Farm® and the Pennsylvania Turnpike Commission today unveiled a 3-year partnership to enhance highway safety with the State Farm Safety Patrol program. This program employs a fleet of dedicated vehicles to provide first responder services to Pennsylvania Turnpike motorists.

Representatives of the two organizations made a joint announcement this morning at the Turnpike's Mon-Fayette Expressway Project Office in Duquesne, PA. After brief remarks, officials unveiled the bold, red-and-white safety patrol vehicles now on active duty across the toll road.

"By entering into this unique partnership with State Farm, the Pennsylvania Turnpike further enhances safety and peace-of-mind for the more than 186 million motorists who annually drive our toll road," said Turnpike CEO Joe Brimmeier. "This affiliation is further proof that we are dedicated to our edict, ‘you're never alone on the Pennsylvania Turnpike.’ We're proud to team up with State Farm — a firm known for its commitment to highway safety — as our partner in this innovative joint venture."

The State Farm Safety Patrol includes 28 branded, Turnpike-owned and operated vehicles staffed by Turnpike employees who provide roadside assistance for Turnpike motorists. The State Farm Safety Patrol responds to accidents/incidents, provides traffic control for scene stabilization, delivers an initial maintenance response (debris clean up, spill control, etc.), communicates with the Turnpike Operations Center and other responders regarding the incident's nature and severity, supplies critical incident-scene reconnaissance to determine the emergency resources needed to respond, patrols the roadway, acting as an extra set of eyes and ears to identify and report problems, and renders customer assistance.

Other benefits of the program include reduced accidents, quicker removal of road debris, a boosted sense of security for travelers and fewer calls for assistance from the highway patrol.

"Part of State Farm's mission is to help individuals recover from the unexpected," said State Farm's Vice President-Agency Joe Spicer. "As the No. 1 automobile insurer in the State of Pennsylvania, a partnership like this supports State Farm's commitment to automobile and driver initiatives that assist motorists traveling our roadways. The goal of the State Farm Safety Patrol is safety."

In addition to the vehicle fleet and patrols, 22 reflective signs are being installed along the highway to inform motorists of this program and instruct them to dial *-11 on their mobile phones for assistance or to report an accident or incident they witness or are involved in.

The State Farm sponsorship is the first of several initiatives being undertaken by the Turnpike as part of a request for proposals issued June 7, 2006. Collectively referred to as the Mileposts program, the Turnpike Commission is offering marketing-rights packages for toll plazas and other assets through a separate agreement with Philadelphia-based Branding Rights LLC, a firm which specializes in identifying and brokering such public-private sponsorship deals.

Brimmeier noted that the State Farm patrol embodies the superior customer safety and convenience motorists have come to expect on America's First Superhighway. "We're consistently ranked among the safest interstates in the Nation, and our customers expect more when they travel on the Pennsylvania Turnpike," he said. "For safety's sake, the Turnpike leverages the best technology to collect information on highway conditions and incidents and communicate that information in real time to customers."

Brimmeier said the Turnpike's hi-tech centerpiece is its Web site, <http://www.paturndpike.com/>. Online, motorists can join the Turnpike's Preferred Traveler program and be automatically notified via e-mail or text message about accidents, traffic backups, bad weather or other conditions that might affect their travels. Motorists can even choose their regularly traveled stretch of Turnpike to receive only applicable alerts.

The Pennsylvania Turnpike is the third U.S. highway to feature the State Farm Safety Patrol; similar programs exist in Florida and Colorado. The Pennsylvania Turnpike stretches 359 miles from Ohio to New Jersey, passing north of the Pittsburgh and Philadelphia metropolitan areas; it includes the Northeastern Extension (I-476) running 110 miles from Philadelphia to Scranton, as well as the western spurs, or Turnpike offshoots, running 68 miles in and around the greater Pittsburgh area.

About State Farm

State Farm® insures more cars than any insurer in North America. Its 17,000 agents and 68,000 employees serve nearly 75 million auto, fire, life and health policies in the United States and Canada, and more than 1.6 million bank accounts. State Farm Mutual Automobile Insurance Co. is the parent of the State Farm family of companies and is ranked No. 22 on the Fortune 500 list of largest companies. For more information, visit <http://www.statefarm.com/>.

About Pennsylvania Turnpike Commission

The Pennsylvania Turnpike Commission operates and maintains 537 miles of toll roads in the State. It oversees 60 fare-collection facilities, 20 service plazas and 26 maintenance facilities. With 2,300 employees, it generates \$589 million in annual toll revenue from 186 million vehicles a year. Known as "America's First Superhighway," it opened Oct. 1, 1940. To learn more, visit <http://www.paturndpike.com/>.

About Branding Rights

Branding Rights LLC develops and markets rights programs packaged around publicly and privately owned properties in emerging sponsorship categories. It identifies assets for clients that can generate recurring revenue streams or otherwise be monetized and creates the corresponding marketing platform for rights offerings. More information is available at <http://www.brandingrights.com/>.

APPENDIX D
Hoosier Helper Sponsorship Program

Fee Summary

Option	Total Annual Fee	Minimum Annual Fee	% of Annual Gross Revenue
<u>Option 1:</u> Hoosier Helper (FSP) Program Statewide Sponsorship			
<u>Option 2:</u> Hoosier Helper (FSP) Program Area Sponsorship Central and Southern Indiana			
<u>Option 2:</u> Hoosier Helper (FSP) Program Area Sponsorship Northwest Indiana			
<u>Option 3:</u> Statewide Marketing of Vehicle Display Space			
*<u>Option 4:</u> Bidder Alternative			

<i>(please add descriptive title)</i>			

* Note: Under Option 4 the bidder should structure and summarize the proposed fee based on the nature of the proposal.

Appendix E
Sponsorship Sign Layout



Appendix F

Mandatory Contract Provisions

23. Compliance with Laws.

A. The Sponsor shall comply with all applicable federal, state and local laws, rules, regulations and ordinances, and all provisions required thereby to be included herein are hereby incorporated by reference. If the Sponsor violates such rules, laws, regulations and ordinances, the Sponsor shall assume full responsibility for such violations and shall bear any and all costs attributable to the original performance of any correction of such acts.

B. The Sponsor represents to INDOT that, to the best of the Sponsor's knowledge and belief after diligent inquiry and other than as disclosed in writing to INDOT prior to or contemporaneously with the execution and delivery of this Agreement by the Sponsor:

- i. *Required State of Indiana Payments.* Neither the Sponsor nor the Sponsor's principal(s) are presently in arrears in payment of its taxes, permit fees or other statutory, regulatory or judicially required payments to the State of Indiana.
- ii. *State of Indiana Actions.* The Sponsor has no current or outstanding criminal, civil, or enforcement actions initiated by the State of Indiana pending and agrees that it will immediately notify INDOT of any such actions.
- iii. *Secretary of State Registration.* If the Sponsor is an entity described in IC Title 23, it is properly registered and owes no outstanding reports with the Indiana Secretary of State.

C. *Ethics.* The Sponsor and its agents shall abide by all ethical requirements that apply to persons who have a business relationship with the State of Indiana, as set forth in Indiana Code § 4-2-6, *et seq.*, Indiana Code § 4-2-7, *et seq.*, the regulations promulgated thereunder, and Executive Order 05-12, dated January 12, 2005, and any of the ethical requirements referenced in Appendix A, if any (collectively, "Ethical Standards"). If the Sponsor is not familiar with these ethical requirements, the Sponsor should refer any questions to the Indiana State Ethics Commission, or visit the Indiana State Ethics Commission website at <<<http://www.in.gov/ethics/>>>>. If the Sponsor or its agents violate any of the Ethical Standards, INDOT may, at its sole discretion, terminate this Agreement immediately upon notice to the Sponsor. In addition, the Sponsor may be subject to penalties under Indiana Code §§ 4-2-6 and 4-2-7, and under any other applicable state or federal laws.

D. *Telephone Solicitation.* As required by IC 5-22-3-7: (1) the Sponsor and any principals of the Sponsor certify that (A) the Sponsor, except for de minimis and nonsystematic violations, has not violated the terms of (i) IC 24-4.7 [Telephone Solicitation Of Consumers], (ii) IC 24-5-12 [Telephone Solicitations] , or (iii) IC 24-5-14 [Regulation of Automatic Dialing Machines] in the previous three hundred sixty-five (365) days, even if IC 24-4.7 is preempted by federal law; and (B) the Sponsor will not violate the terms of IC 24-4.7 for the duration of the Agreement, even if IC 24-4.7 is preempted by federal law. (2) The Sponsor and any principals of the Sponsor certify that an affiliate or principal of the Sponsor and any agent acting on behalf of the Sponsor or on behalf of an affiliate or principal of the Sponsor: (A) except for de minimis and nonsystematic violations, has not violated the terms of IC 24-4.7 in the previous three hundred sixty-five (365) days, even if IC 24-4.7 is preempted by federal law; and (B) will not violate the terms of IC 24-4.7 for the duration of the Agreement, even if IC 24-4.7 is preempted by federal law.

24. Drug-Free Workplace Certification.

A. The Sponsor hereby covenants and agrees to make a good faith effort to provide and maintain a drug-free workplace, and that it will give written notice to the Indiana Department of Transportation and the Indiana Department of Administration within ten (10) days after receiving actual notice that an employee of the Sponsor in the State of Indiana has been convicted of a criminal drug violation occurring in the Sponsor's workplace. False certification or violation of the certification may result in sanctions including, but not limited to, suspension of Agreement payments, termination of this Agreement and/or debarment of contracting opportunities with the State of Indiana for up to three (3) years.

B. In addition to the provisions of the above paragraphs, if the total contract amount set forth in this Agreement is in excess of \$25,000.00, the Sponsor hereby further agrees that this Agreement is expressly subject to the terms, conditions and representations of the following certification:

This certification is required by Executive Order No. 90-5, April 12, 1990, issued by the Governor of Indiana. Pursuant to its delegated authority, the Indiana Department of Administration is requiring the inclusion of this certification in all contracts with and grants from the State of Indiana in excess of \$25,000.00. No award of a contract shall be made, and no contract, purchase order or agreement, the total amount of which exceeds \$25,000.00, shall be valid, unless and until this certification has been fully executed by the Sponsor and made a part of the contract or agreement as part of the contract documents.

C. The Sponsor certifies and agrees that it will provide a drug-free workplace by:

- i. Publishing and providing to all of its employees a statement notifying their employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the Sponsor's workplace and specifying the actions that will be taken against employees for violations of such prohibition;
- ii. Establishing a drug-free awareness program to inform its employees of (1) the dangers of drug abuse in the workplace; (2) the Sponsor's policy of maintaining a drug-free workplace; (3) any available drug counseling, rehabilitation, and employee assistance programs; and (4) the penalties that may be imposed upon an employee for drug abuse violations occurring in the workplace;
- iii. Notifying all employees in the statement required by subparagraph 7.C.i above that as a condition of continued employment, the employee will (1) abide by the terms of the statement; and (2) notify the Sponsor of any criminal drug statute conviction for a violation occurring in the workplace no later than five (5) days after such conviction;
- iv. Notifying in writing the State within ten (10) days after receiving notice from an employee under subdivision 7.C.iii(2) above, or otherwise receiving actual notice of such conviction;
- v. Within thirty (30) days after receiving notice under subdivision 7.C.iii(2) above of a conviction, imposing the following sanctions or remedial measures on any employee who is convicted of drug abuse violations occurring in the workplace: (1) take appropriate personnel action against the employee, up to and including termination; or (2) require such employee to satisfactorily participate in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State or local health, law enforcement, or other appropriate agency; and
- vi. Making a good faith effort to maintain a drug-free workplace through the implementation of subparagraphs 7.C.i through 7.C.v above.

25. Funding Cancellation Clause. When the Director of the Office of Management and Budget makes a written determination that funds are not appropriated or otherwise available to support continuation of the

performance of this Agreement, this Agreement shall be canceled. A determination by the Budget Director that funds are not appropriated or otherwise available to support continuation of performance shall be final and conclusive.

26. Governing Laws. This Agreement shall be construed in accordance with and governed by the laws of the State of Indiana and suit, if any, must be brought in the State of Indiana. The Sponsor consents to the jurisdiction of and to venue in any court of competent jurisdiction in the State of Indiana.

27. General Indemnification. The Sponsor agrees to indemnify the State of Indiana, INDOT, and their agents, officials, and employees, and to hold each of them harmless, from claims and suits including court costs, attorney's fees, and other expenses caused by any negligent act, error or omission of, or by any recklessness or willful misconduct by the Sponsor and/or its agents, if any, under this Agreement. INDOT shall not provide such indemnification to the Sponsor.

28. Warranty by Sponsor; Infringement Indemnification. Sponsor warrants that it owns and/or has the absolute right to use, by way of license or otherwise, the mark/phrase "[insert Sponsor trademark]" and any/all other marks, trade names and/or slogans used or to be used in connection with the sponsorship program. Sponsor shall hold INDOT fully harmless and indemnify INDOT, its officers, employees, agents and/or representative from any/all claims or actions, including costs and reasonable attorneys' fees, arising from and/or based upon allegations of infringement or disparagement in any way related to the use of "[insert Sponsor trademark]" and any/all other marks, trade names and/or slogans used by Sponsor in connection with this Agreement.

29. Non-Discrimination

A. This Agreement is enacted pursuant to the Indiana Civil Rights Law, specifically including IC 22-9-1-10, and in keeping with the purposes of the Civil Rights Act of 1964 as amended, the Age Discrimination in Employment Act, and the Americans with Disabilities Act. Breach of this covenant may be regarded as a material breach of this Agreement, but nothing in this covenant shall be construed to imply or establish an employment relationship between the State and any applicant or employee of the Sponsor or any subcontractor.

30. Survival. The following paragraphs shall survive termination of this Agreement: Access to Records (7), Confidentiality (11), Notices (15), Governing Law (26), General Indemnification (27), Warranty by Sponsor; Infringement Indemnification (28), Survival (30), Discontinuance of Program Elements (Appendix A.3) and Ownership (Appendix A.4)

Non-Collusion. The undersigned attests, subject to the penalties for perjury, that he/she is the Sponsor, or that he/she is the properly authorized representative, agent, member or officer of the Sponsor, that he/she has not, nor has any other member, employee, representative, agent or officer of the Sponsor, directly or indirectly, to the best of his/her knowledge, entered into or offered to enter into any combination, collusion or agreement to receive or pay, and that he/she has not received or paid, any sum of money or other consideration for the execution of this Contract other than that which appears upon the face of this Contract.

Appendix G

Sample Hoosier Helper Program Media Coverage

Post-Tribune

Friend indeed to motorists in need

BY JERRY DAVICH, METRO COLUMNIST

Labor Day Weekend 2010

Second of two parts

Jerry Harnung flipped on the flashing-arrow sign atop his Hoosier Helpers truck, called in his whereabouts to dispatchers, adjusted his cap and happily hopped out of his vehicle.

The 61-year-old Portage man pulled over to check on yet another stopped motorist, this one parked on the side of Interstate 65, just south of U.S. 30.

"Are you OK?" asked Harnung, who's been with the state program for 11 years.

"Yeah, I'm OK," replied the female driver. "I'm just talking on my cell phone."

"OK then," Harnung said before getting back into his familiar-looking truck.

This "welfare check" turned out to be a false alarm, but it doesn't matter to Harnung, who clearly loves his job. He cruises I-65 and Interstate 80/94 on a daily basis to help Hoosier motorists in need, anything from flat tires and empty gas tanks to vehicle crashes and children trapped in faulty seat belts.

"I've seen it all, including some pretty nasty accidents with serious injuries," he said while lowering his arrow-board sign and merging back into traffic. "But that's OK. My job is to keep traffic flowing, doing whatever it takes, while law enforcement does its job with crashes and the like."

Hoosier Helpers workers such as Harnung are required to stop for any and all stopped, stalled or abandoned vehicles on their watch, including motorcycles and tractor-trailers.

Their geographical beat runs west to east from the Illinois state line to LaPorte or St. Joseph County, and north to south from the top of I-65 to the Lowell exit.

Back and forth, again and again, searching for motorists in need, and a service free of charge, paid for by the Indiana Department of Transportation. In other words, your taxpayer dollars hard at work -- 16 hours a day on weekdays and eight hours a day on weekends.

The INDOT program's annual operating budget in its LaPorte district, our region, is roughly \$600,000. Last year, the regional program assisted 11,507 drivers -- an average of 31 drivers a day.

"I make about six to eight stops a day, but sometimes up to a dozen stops," said Harnung, who puts on an average of 200 miles during each of his eight-hour shifts. "My average stop time is about 12 minutes, depending on what the problem is."

On any given day, Hoosier Helpers operates four to five trucks in this region, and two trucks on the weekend. The newer trucks, customized Chevrolet Silverados, cost about \$76,000 each, and have comfy cab seating for passengers.

The trucks are loaded with high-tech amenities, including a police scanner, siren box and dashboard-mounted back-up camera. Each truck is also equipped with everything imaginable to help stranded motorists, from four different jacks and fire extinguishers to air compressors, orange traffic cones, spill kits for oil leaks, and containers of gasoline, dubbed "liquid gold."

Each truck also carries an automated external defibrillator, or AED, for any life-threatening cases involving heart attack victims. Just last month, two Hoosier Helpers drivers came to the aid of a motorist suffering from cardiac arrest.

"He had to be shocked three times, but he made it," said Brett Mannes, a unit foreman and one of the drivers that day.

The victim later visited the workers' Gary office to thank them both in person.

Tips, by the way, are often offered by thankful motorists but not allowed by policy rules. Instead, Hoosier Helpers drivers hand out comment cards and appreciate kind words or positive feedback. (They will, however, accept a sincere handshake and cold beverage, I'm told.)

"Some people are simply lost and need directions," Harnung said "Others have flat tires and don't know how to change 'em, the most common stop for us."

On the flip side, Harnung has accidentally walked upon a roadside drug deal (which he quickly fled), and he also avoids any domestic disputes in vehicles, leaving those for the cops.

"I've got to admit. I really get a kick out of this job because we routinely provide comfort to motorists," chirped Harnung, a cheery man who surely must be the regional poster child for Hoosier Helpers.

Post-Tribune

Around the region

August 5, 2010

Trooper stops runaway van, saves unresponsive driver

(GARY, Ind.) An Indiana State trooper used his squad car to stop an out-of-control van after its 29-year-old driver suffered an apparent heart attack Wednesday afternoon.

Indiana State Trooper Dale Turner, an 11-year veteran, is being credited for stopping the van, which was driving left of center, west in the eastbound lane of U.S. Route 20 at 2:52 p.m., according to an Indiana State Police release.

Turner was driving east on U.S. 20 in a left lane, west of the Lake/Porter County Line in his fully marked 2009 Crown Victoria police car when he noticed the man's vehicle driving erratically.

As the trooper approached the van, he activated his lights and siren and saw the driver did not react or stop.

And as the van got closer, he noticed the driver seemed unresponsive. The trooper then put his police car in reverse as the van was now in the right lane and saw the driver slumped over the steering wheel, the release said.

Trooper Turner then stopped his police car, put it in drive and made a U-turn, driving to the driver's side of the van. He got in front of the van and let the van hit the rear of his police car.

Both vehicles came to a sliding stop off the road to the south, the release said.

The driver was found unresponsive with no pulse and Turner began CPR, the release said.

Meanwhile, Indiana Department of Transportation Hoosier Helper Foreman Bret Mannes and Clerk Jim Salkeld responded to the scene from the Borman Traffic Management Center with a defibrillator, which they used on the driver.

Gary Fire Department and Emergency Medical Service arrived and took the driver to North Lake Hospital in Gary, the release said.

The driver, James Meinhart, of Hobart, was working for Lincare Inc. out of Merrillville, Ind., when he called his company to tell them he was experiencing chest pains and then became unresponsive, the release said.

He was listed in critical condition at the hospital Wednesday night.

The van was loaded with oxygen tanks, according to the release. That vehicle and the police only received minor damage.

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A Ride with the Hoosier Helpers

by The Archives Jul. 14, 2008

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Some motorists are feeling the pressure well beyond the pump. On a recent morning in Northwest Indiana, Terrie Hodorowski's truck failed her. Enter Brett Mannes a driver with Hoosier Helpers, a road-side assistance program of the Indiana Department of Transportation. Mannes spotted the disabled truck as he drove along Interstate 65 near Crown Point.

For Chicago Public Radio, Sean Powers shares this audio postcard of one motorist's really bad day.

Music Button: Freddie Hubbard, On The Real Side, from the CD *On The Real Side*, (Four Quarters entertainment)

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Hoosier Helpers patrol the Interstates in Indiana in distinctive vans or trucks helping stranded motorists.

updated: 9/24/2007 8:35:30 AM

Governor Proclaims Hoosier Helper Week

InsideIndianaBusiness.com Report

Governor Mitch Daniels is proclaiming this week Hoosier Helper Freeway Service Patrol Week in Indiana. Since 1991, the program has helped more than 350,000 stranded motorists on Indiana's interstates. The week also marks the 10th anniversary of Hoosier Helpers in the Indianapolis area.



Source: Inside Indiana Business

INDIANA BUSINESS NEWS

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INDIANAPOLIS – The Indiana Department of Transportation (INDOT) will hold a press conference September 24 to commemorate Governor Mitch Daniels' proclamation that September 24-30, 2007 is Hoosier Helper Freeway Service Patrol Week in Indiana.

INDOT Commissioner Karl B. Browning; Robert F. Tally, Jr., P.E., Division Administrator, Federal Highway Administration-Indiana Office; First Sergeant David R. Bursten, Indiana State Police; Monte McKee, Executive Director, Indiana Intelligence Fusion Center, Division of the Indiana Department of Homeland Security; Captain Gregg Harris, Indianapolis Fire Department; INDOT representatives, law enforcement representatives and advocates for safety and mobility on our roadways.

A brief presentation to recognize Hoosier Helper Freeway Service Patrol Week (September 24-30, 2007) in Indiana. Since 1991, this program has assisted more than 350,000 motorists on Indiana's busiest interstates. This occasion will also celebrate the 10th anniversary of Hoosier Helpers in the Indianapolis area.

Source: Indiana Department of Transportation

RELATED NEWS

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Indy Hoosier Helper Program Is 10 Years Old

By Cheryl Miller
9/25/2007

The Hoosier Helper roadside assistance program on Indianapolis area interstates is 10 years old, and the governor has proclaimed this Hoosier Helper Week.

The program uses special vans to patrol highways in the Indianapolis area, providing assistance to stranded motorists and keeping traffic moving.

INDOT Commissioner Karl Browning says easing congestion is the real goal of the program, and the numbers show it works.

A recent study by Purdue found that every dollar invested in Hoosier Helper returns 13-dollars worth of benefits to motorists.

On any given weekday, there are 5 Hoosier Helper vehicles patrolling interstates around the metro area during morning and afternoon rush hours.

They respond to about 14,000 incidents each year.

INDOT also operates Hoosier Helper programs on the highways in the Gary area and in southern Indiana near Louisville.

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Appendix H Sample Hoosier Helper Comment Cards

Your Comments would be appreciated.

Date: 1-28-11
Time: 8:30 AM

Your Hoosier Helper was John Badge # 8301

Comments:

JOHN WAS EXTREMELY HELPFUL WHEN MY TIRE BLEW OUT ON THE WAY TO WORK. WITH MY CAR PARKED ON THE GRASS, IN THE SNOW, ON A HILL AS TRAFFIC WHIZZED BY ON I-65, JOHN WAS ABLE TO CHANGE MY TIRE EVEN THOUGH THE LUGNUTS WERE STUCK LIKE THEY HAD BEEN WEDGED ON. I CAN'T EXPRESS HOW THANKFUL I AM FOR HIS FRIENDLY ASSISTANCE. I TRIED TO GIVE HIM SOME MONEY IN THANKS, BUT HE POLITELY THOUGH INSTANTLY REFUSED. I DON'T KNOW WHAT I WOULD HAVE DONE WITHOUT HIS HELP!

Your Comments would be appreciated.

Date: 1/26/11
Time: APPROX 4:00 PM

Your Hoosier Helper was JC Badge # 83-20

Comments:

I am extremely grateful for your service and the gentleman that helped me. I got a flat tire on 415 and have no idea how to change one. I stopped a policeman who called your service. The service was prompt and excellent! Please keep this service going!!! Again many thanks!!!

Dawn Denovan
Warsaw, IN

Your Comments would be appreciated.

Date: 02/08/11
Time: 6:00 PM

Your Hoosier Helper was Aaron Badge # 83-12

Comments:

Hoosier Helper was a Godsend! I didn't realize this service existed until today + I am so thankful I had a flat tire on 465 East at mile marker 38. Aaron showed up + changed it for me. He was so professional, courteous + speedy! I appreciated his help so very much.

Thanks again,
Lyndee Mills
LYNLEE@YAHOO.COM

Your Comments would be appreciated.

Date: 4-3-09
Time: 8:29

Your Hoosier Helper was Nick Porter Badge # 83-11

Comments:

Hoosier Helper arrived promptly to assist us this morning. I

Thanks so much!

Timothy Christensen